

Complete if Known

Application Number: 09/351,857  
Filing Date: July 13, 1999  
First Named Inventor: Rick W. LANDSMAN  
Group Art Unit: 2787  
Examiner Name:

Attorney Docket No.: UCC-1/CIP/D5-1

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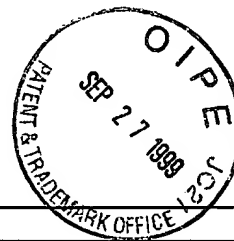
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**Attorney Docket No.: UCC-1/CIP/D5-1**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
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AM.	"Web Ads Start To Click", <u>Business Week</u> , 6 October 1997, pages 128, 130-132, 134 and 138.
AN.	P. van der Linden, <u>Just Java 1.2 - fourth Edition</u> , (© 1999, Sun Microsystems, Inc.), specifically Chapter 13, "All About Applets", pages 322-346.

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LIST OF REFERENCES CITED BY APPLICANT (use as many sheets as necessary)		Application Number: 09/351,857	09/351,857
		Filing Date: July 13, 1999	July 13, 1999
		Inventor: Rick W. LANDSMAN	Rick W. LANDSMAN
		Group Art Unit: 2787	2787
		Examiner Name:	
Sheet 1 of 2	Attorney Docket No.: UCC-1/CIP/D5-1		

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## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	U.S. Patent Document Number	Kind code <sup>2</sup>	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	US Class/ Sub Class	Pages, Columns, Lines where relevant Passages or Figures appear

## FOREIGN PATENT DOCUMENTS

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SL	AA.	EP 0 818 742			1-14-1998		
SL	AB.	WO 97/21183			6-12-1997		

## OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AC.	Y. Kohda et al, "Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser", <u>Computer Networks and ISDN Systems</u> 28, Elsevier Science B.V., 1996, pp. 1493-1499.	

Examiner Signature	<i>Hay</i>	Date Considered	8-6-03
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	AB	6,011,537		Slotznick	01-04-2000	345/115	
	AC	6,009,410		LeMole et al	12-28-1999	705/14	
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27	BK	5,781,894		Petrecca et al	07-14-1998	705/14	
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	BM	5,761,601		Nemirofsky et al	06-02-1998	455/3.1	
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	BX	5,629,978		Blumhardt et al	05-13-1997	379/201	
	BY	5,621,456		Florin et al	04-15-1997	348/7	
	BZ	5,615,131		Mortensen et al	03-25-1997	364/514 A	
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	CB	5,602,905		Mettke	02-11-1997	379/96	
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	CS	5,483,466		Kawahara et al	01-09-1996	364/514 C	
Examiner Signature	H. J. [Signature]			Date Considered	8-6-03		

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	CW	5,412,720		Hoarty	05-02-1995	380/15	
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SA	EH	EP 0 903 903 A2			03-24-1999		
	EI	EP 0 822 535 A2			02-04-1998		
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	EP	WO 98/25198			06-11-1998		
	EQ	WO 96/30864			10-03-1996		

\* English language abstract enclosed.

\*\* English language database record (Derwent) enclosed.

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SA	ER	C. Taylor, "Going Beyond the Banner", <u>Adweek Marketing Week</u> (now <u>Brandweek</u> ), Interactive Quarterly Section, July 8, 1996, pages 22 et seq (downloaded as six pages, specifically pages 36-41).	
SA	ES	J. Hodges, "Marketers play web games as serious biz", <u>Advertising Age</u> , Interactive Media and Marketing section, March 14, 1996, one page.	

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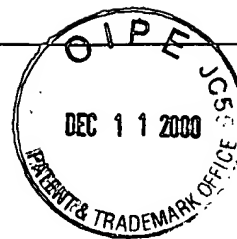
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	AP	5,572,643*		Judson	11-05-1996	
	AQ	5,347,632*		Filepp et al	09-13-1994	

### FOREIGN PATENT DOCUMENTS

Examiner Initials <sup>1</sup>	Cite No. <sup>1</sup>	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>5</sup>
		Office <sup>3</sup>	Number <sup>4</sup>	Kind Code <sup>5</sup> (if known)				
991K	AR	FR	2784254A**			04-07-2000		
661	AS	WO	97/10502			04-24-1997		

\*Copy of reference not enclosed as having been submitted in previous information disclosure statement.

\*\*English-language abstract enclosed.

Examiner  
Signature

*[Signature]*

Date

Considered

8-6-03

<sup>1</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>2</sup> Unique citation designation number. <sup>3</sup> See attached Kinds of U.S. Patent Documents. <sup>4</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>5</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>6</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>7</sup> Applicant is to place a check mark here if English language Translation is attached.

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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

*(use as many sheets as necessary)*

Sheet	2	of	2
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**Complete if Known**

<b>Application Number</b>	09/351,857
<b>Filing Date</b>	July 13, 1999
<b>First Named Inventor</b>	Rick W. Landsman
<b>Group Art Unit</b>	2176
<b>Examiner Name</b>	
<b>Attorney Docket Number</b>	UCC-1/CIP/D5-1

## OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

[illegible]

**Examiner  
Signature**

How

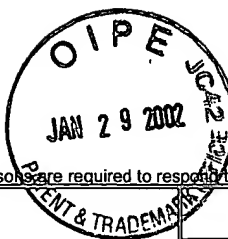
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<sup>1</sup> Unique citation designation number. <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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Sheet	1	of	1
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<b>Examiner Name</b>	
<b>Attorney Docket Number</b>	UCC-1/CIP/D5-1

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## U.S. PATENT DOCUMENTS

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## FOREIGN PATENT DOCUMENTS

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Sheet 1 of 1

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<b>Filing Date</b>	July 13, 1999
<b>First Named Inventor</b>	Rick LANDSMAN
<b>Group Art Unit</b>	2176
<b>Examiner Name</b>	
<b>Attorney Docket Number</b>	UCC-1/CIP/D5-1

## U.S. PATENT APPLICATION DOCUMENTS

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## U.S. PATENT DOCUMENTS

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## FOREIGN PATENT DOCUMENTS

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